

## II. CLAIM AMENDMENTS

1. (Currently Amended) An advertisement information providing apparatus which provides advertisement information for advertising a plurality of shops to each one of mobile vehicles, comprising;

a database in which pieces of said advertisement information are stored correspondingly to said shops respectively and additionally merchandised product genre information, which indicates types of merchandised products for which an advertisement is desired, is stored correspondingly to each of said mobile vehicles;

an area distinguishing part which distinguishes an area in which one of said mobile vehicles is present,

a first searching part which searches out said shops which are located in said area from said database,

a merchandised product genre information reading part which reads out said merchandised product genre information corresponding to said one of said mobile vehicles from said database,

a second searching part which searches out a shop having a merchandised product of a type indicated by said merchandised product genre information among said shops retrieved by said first searching part, and

an advertisement information sending part which reads out said advertisement information corresponding to said shop

retrieved by said second searching part using said database and sends said advertisement information to said one of said mobile vehicles.

2. (Original) The advertisement information providing apparatus of Claim 1, further comprising an accounting part which charges said shop retrieved by said second searching part for a surrogate advertisement fee.

3. (Original) The advertisement providing apparatus of Claim 1, wherein a mobile terminal apparatus which receives said advertisement information and outputs voices and images based on said advertisement information is mounted on each of said mobile vehicles.

4. (Original) The advertisement information providing apparatus of Claim 3, wherein said mobile terminal apparatus comprises: an input part which designates a merchandised product type for which an advertisement is wished; and merchandised product genre information sending part which transmits said merchandised product type designated by said input part as said merchandised product genre information.

5. (Previously Presented) An advertisement information providing apparatus according to Claim 1, wherein said merchandised product genre information transmitted by said mobile terminal apparatuses is received and registered in said database.

6. (Original) An advertisement information providing apparatus according to Claim 3, wherein said mobile terminal apparatus comprises a current position detecting part which detects current positions of said mobile vehicles and a current position information sending part for sending the current position information which indicates said current positions.

7. (Previously Presented) An advertisement information providing apparatus according to Claim 1, comprising:

- a route navigation information generating part which receives said current position information transmitted from said mobile terminal apparatuses and creates route navigation information to indicate a route from a current position indicated by said current position information to said shop retrieved by said second searching part, and

- a route navigation information sending part which sends said route navigation information to said mobile terminal apparatus.

8. (Original) The advertisement information providing apparatus of Claim 1, wherein said advertisement information providing apparatus comprises a plurality of wireless base stations each of which is provided in a telecommunications area which is previously allocated thereto,

- each of said wireless base stations correlates a base station number denoting said each of said wireless base stations with information which indicates said mobile terminal

apparatus mounted in each of said mobile vehicles which are present within said telecommunications areas and regularly transmit correlated data to said advertisement information providing apparatus,

said area distinguishing part determines that said telecommunications area corresponding to said base station number supplied by said wireless base stations is said area in which said one of said mobile vehicles is located.

9. (Original) A method for providing advertisement information for advertising a plurality of shops to each one of the mobile vehicles, comprising:

- a product genre registration step for registering merchandised product genre information, which indicates a merchandised product genre for which advertisements desired, in correlation with the respective one of said mobile vehicles,

- an area distinguishing step for distinguishing an area in which one of said mobile vehicles are present,

- a shop-to-be-advertised retrieving step for searching out, among said shops located within said areas, a shop which has a product belonging to a product genre which is indicated by said product genre information corresponding to said one of said mobile vehicles, and

- an advertisement outputting step for outputting a voice and an image based on said advertisement information corresponding

to said shop which is searched out at said shop-to-be advertised retrieving step.

10. (Original) The method for providing advertisement information of Claim 9, further comprising a route navigation information generating step for generating route navigation information to navigate routes from current positions of said mobile vehicles to said shop which is retrieved at said shop-to-be-advertised retrieval step,

wherein at said advertisement outputting step, a voice and an image based on said route navigation information as well are outputted together with said advertisement information.

11. (Previously Presented) An advertisement information providing apparatus according to claim 4, wherein said merchandised product genre information transmitted by said mobile terminal apparatuses is received and registered in said database.

12. (Previously Presented) An advertisement information providing apparatus according to claim 6, comprising:

a route navigation information generating part which receives said current position information transmitted from said mobile terminal apparatuses and creates route navigation information to indicate a route from a current position indicated by said current position information to said shop retrieved by said second searching part, and

a route navigation information sending part which sends said route navigation information to said mobile terminal apparatus.